

madison j. clark

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summary

I am a versatile UX/UI designer with a strong passion for design thinking, visual communication, and data-driven design. As a creative and meticulous professional, I take pride in crafting unique, functional, and impactful digital experiences and interfaces. I believe UX design is integral to every aspect of life, enhancing how users engage with digital products. By creating seamless and thoughtful user experiences, I aim to foster lasting connections between users and the products they interact with.

skills

Design Skills

- Wireframing
- Product/UI Design
- Visual Design
- Branding
- Prototyping
- Design Thinking

Technical Tools

- Figma
- Adobe Creative Suite
- Miro
- Businessmap
- Confluence
- Microsoft Office

User-Centred Principles

- User Research
- Usability Testing
- Persona Development
- User Journey Maps
- User Flows
- Accessibility Standards

Collaboration + Project Management

- Agile Methodology
- Cross-Functional Collaboration
- Strong Communication
- Detail-Oriented
- Problem Solving
- Organized

work experience

Ontario Lottery and Gaming Corporation

May 2023 – September 2024
Toronto, ON

Junior UX/UI Product Designer

- Consecutively rehired for three separate work terms on a part-time and full-time basis.
- Leveraged Figma and the OLG design system to develop wireframes, user flows, high-fidelity mock-ups/UI's, animated features, and prototypes across mobile and desktop platforms. Contributed to key projects, including Group Play, Lottomax Dream Draws, and Quick Pick Packs.
- Performed data analysis, user research, and testing, and developed personas and customer journey maps to design an optimized solution for enhancing the OLG registration flow, resulting in a 20% increase in user engagement.
- Designed a web carousel alternative, incorporating multiple design iterations, prototypes, accessibility standards, and a research-driven proposal deck.
- Collaborated cross-functionally and communicated with colleagues to pitch creative ideas, give/receive detailed feedback and gain business insight.

Ontario Lottery and Gaming Corporation

May 2022 – August 2022
Toronto, ON

Graphic Design Intern

- Collaborated within agile teams to design graphic elements, including web and landing page mock-ups, marketing banners, and instant tickets, enhancing brand visibility across digital platforms.
- Conceptualized, designed and presented an app prototype based on the concept of OLGLive; a community-based, live-event app catered toward a U35 demographic.
- Developed multi-factor authentication mock-ups and refined logos using the OLG design system, contributing to brand consistency and secure UX.
- Thoroughly worked with Adobe Photoshop, Figma, Adobe Illustrator and Workfront.

education

Wilfrid Laurier University

September 2020 – April 2024

Honours Bachelor of Arts, Major in Communication Studies and Minor in User Experience Design

school experience

UX Courses Taken

- Design Thinking
- UX Strategy
- Interaction Design
- Information Design
- Research in User Experience Design
- Design of Immersive Spaces

Soft + Hard Skills

- Public Speaking
- Critical Thinking
- Media Literacy
- Technical Writing + Copy Writing
- Research Methods
- Marketing + Advertising Communication